

**MINUTES OF THE REGULAR MEETING OF THE TOBACCO PREVENTION
AND CESSATION EXECUTIVE BOARD MEETING
JANUARY 18, 2007**

Dr. Judith Monroe, Chairperson, called the regular meeting of the Tobacco Prevention and Cessation Executive Board to order at 1:00p.m., at the ISTA Center, 150 West Market Street, 2nd Floor Conference Center, Indianapolis, Indiana.

III. Cigarette Tax Initiative

Dr. Monroe – Cigarette Tax Initiative – Legislature

Dr. Monroe explained The Healthy Indiana Plan that calls for a cigarette tax increase to discourage youth and adults from smoking, providing funding for tobacco prevention, immunizations and healthcare coverage for the uninsured population.

There was discussion of the support for the plan within the legislature. Board members had attended hearings for bills that had components of the Healthy Indiana Plan. Mrs. Turner and Dr. Jay discussed data that would be provided to policymakers. Dr. Monroe said that 49% of the State's uninsured are regular smokers.

Karla Sneegas – Update on Cigarette Tax Initiative

- The Governor announced the proposed health plan and reiterated the need for higher cigarette tax in the State of the State Address.
- ITPC has built on every opportunity available for media exposure and local coalitions are doing their part in educating on the effectiveness of higher cigarette taxes as a tobacco control strategy.
- Indiana was awarded a sustainability grant from the CDC. A team of people, including Board member Danielle Patterson, attended a training workshop in Atlanta to do planning indirectly focusing on tobacco taxes.
- Our RFA work requirements for the last two grant cycles require that every county visit face to face with their policymakers to provide education on 1) burden tobacco use places on the State of Indiana; 2) what these tobacco prevention programs are doing in their communities.
- Documents in the Board packet include fact sheets on:
 - Misleading and inaccurate cigarette company arguments against State of Indiana tax increases;
 - Toll of Tobacco in Indiana;
 - A map of other State's comprehensive tobacco control programs.

Approval of the minutes

Dr. Monroe asked members to review the minutes from the November 2, 2006, Executive Board Meeting. Dr. Jay noted a correction to be made on page 2 where the total did not add up for the Special Opportunities Grants dedicated funding for listed projects. Ms. Karla Sneegas indicated that the total was correct, but the amount of \$50,000 for the Governor's IN-Shape Summit was left out. The change was noted.

Dr. Monroe asked for motion to approve the November 2, 2006 minutes. Dr. Torabi moved for approval and Dr. Jay seconded the motion. Motion passed.

II. Financial Report

Mrs. Bates provided the financial report. Dr. Monroe asked for a motion to approve the financial report. Dr. Torabi moved that the report be approved. The motion was seconded by Nancy Turner. Motion passed.

IV. VOICE

Harry Davis and Anne Bosse, MZD Advertising, provided an update on the VOICE Action Speaks summit. The key messages were to show the public: 1) that people continue to die daily from tobacco-related illness; 2) the tobacco industry targets youth as replacement customers for those killed by its products; 3) VOICE exists to counter the tobacco industry's lies and manipulation. About 400 youth participated in the Summit.

V. Honoring Joseph Caparo

Several board members recommended that ITPC join with other organizations to honor Joseph Caparo, who recently died. Mr. Caparo worked for many years for the American Lung Association of Indiana. Ideas to give recognition to Mr. Caparo included:

- Letter to Governor Daniels and leaders in the General Assembly
- Proclamation from the House & Senate
- Recognized at the WHO (World Health Organization)
- Governor's Sagamore of the Wabash nomination
- Name an annual event in his honor
- Name an annual award in his honor

VI. Special Opportunities Grants

Mrs. Gaillard, Director for Community Programs, updated the board on Special Opportunity Grants. Most of the grants requested have focused on implementation for local smoke free air laws.

ITPC Staff Report

Mrs. Sneegas provided a report on all major activities from SFY2006.

High lights included:

Local Partners reported over 5,750 activities; 840 training workshops; over 843 presentations reaching over 88,000 Hoosiers

Training for grantees through 5 rounds of conference calls; cluster meetings; 4 regional meetings; and the Statewide Partner Exchange last March.

Jamie Broderick and Craig Wesley, Regional Directors, are fellows with the year-long Mid-American Regional Public Health Leadership program

Governor's IN-Shape Indiana Summit. ITPC provided a grant to support the summit. Over 800 attended the Summit which featured the Trailblazer awards. One Trailblazer award was given to VOICE youth.

Indiana was part of the national release of the U.S. Surgeon General's Report on the Health Consequences of Involuntary Smoking. Filming for this report's media launch was done in Evansville by the CDC.

Smokefree Indiana launched the Indiana Tobacco Quitline. 1-800-QUITNOW

ITPC together with Clarian Health launched a Cessation Certification program for cessation providers.

Americans for Nonsmoker's Rights awarded ITPC a six-month grant to assist in implementing local smoke free ordinances.

VOICE continued to grow through numerous media and local events including the Extreme Air Show at the State Fair, new TV ads, and local Hub events.

Awards Re-cap—

- Rural Indiana Smoke-free Environment (R.I.S.E.) — 9 awards given in June.
- Launched the Youth Advocate of the Year Awards.
- Nominated Rev. Dan Gangler, Methodist Church for the American Public Health Association, ATOD Community Award. He was selected and received the award in November 2006.

Plans for Awards 2007 Re-cap

- Rural Indiana Smoke-free Environment (R.I.S.E.) applications are DUE 4/20/07
- VOICE Youth Advocate applications are DUE 1/19/07
- Dr. Stephen Jay Tobacco Free Lecture will occur during National Public Health Week in 2007.

Media Re-cap

- There were over 3,000 news articles in 2006, this is up from 2005.
- ITPC held 5 major press conferences in 2006.

Policy Re-cap

- Mrs. Sneegas provided an update on the local ordinances passed, implemented and currently underway. There are a total of 30 local municipal smoke free air ordinances in Indiana.
- Indiana passed the 2nd most local ordinances in 2006 in the nation.

The next board meeting is scheduled for March 15.

A motion to adjourn by Phyllis Lewis was seconded by Natalie Robinson. Motion passed.

The following Executive Board Members were present for all or part of the meeting:

Judith A. Monroe, M.D., Chairwoman (Ex-Officio)

Karla Sneegas, MPH, Executive Director

James Jones

Stephen Jay, M.D.

Natalie Robinson for Steve Carter

Mohammad Torabi, Ph.D.

Richard Feldman, M.D.

J. Michael Meyer

Phyllis Lewis, Vice Chairwoman, representing Suellen Reed, Ed.D.

Danielle Patterson

Nancy Turner

The following Advisory Board Members were present for all or part of the meeting:

Arden Christen, DDS

The following Executive and Advisory Board Members were not in attendance:

Robert Keen, Ph.D.

Steve Simpson, M.D.

Allen Snell, M.D.

Victoria Champion, Ph.D.

Patricia Hart

Pat Rios

E. Mitchell Roob

David Austin, D.D.S.

Cecilia Williams
Robert Arnold
Diane Clements
Bennett Desadier, M.D.
Steve Guthrie
Kiki Luu
Heather McCarthy
Nadine McDowell
Steve Montgomery, D.C.P.
Diana Swanson, N.P.
Kate Taylor
Olga Villa Parra

Agency Staff in attendance:

Anita Gaillard, Director of Community Programs
Miranda Spitznagle, Director of Program Evaluation
Celesta Bates, Chief Financial Officer
Kristen Stokes, Contract Administrator
Jamie Broderick, Regional Program Director for Central Indiana
Karen O'Brien, Regional Program Director for Southern Indiana
Barb Cole, Administrative Assistant
Becky Haywood, Administrative Assistant

Agency Staff not in attendance:

Jack Arnett, Regional Director, Northern Indiana
Dan Morgan, Regional Program Director for Southeastern Indiana
Craig Wesley, Director of Minority Programs

Others in attendance:

Tim Filler, Consultant
Harry Davis, MZD
Anne Bosse, MZD
Matt Keating, MZD
David Ayers, MZD
Jill Richardson, MZD
Dick Huber, M.D.
Marolyn Knight, Fairbanks
Missy Lewis, IAFP